ORDER

Orders	Order / Rev:	687586	_	
	Alt Order #:	06145315	_	
	Product Desc:	DCCC	_	
	Estimate:	1193	_	KSDK
	Flight Dates:	10/23/12 - 10/29/12	Primary AE:	Kristin Waskie
	Original Date / Rev:	10/09/12 / 10/09/12	Sales Office:	T-PHI
	Order Type:	Political	Sales Region:	NAT
Agency	Name:	Great American Media/ POL		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Ave. NW, Ste. 800	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Iss/ DCCC		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	IS-Candidate/US House	Order Separation:	00:15:00
	Priority:	P-1	Advertiser External ID:	

Bill Plan

Start Date	rt Date End Date		Gross Amount	Net Amount
10/01/12	10/28/12	59	\$88,685.00	\$75,382.25
10/29/12	10/29/12	17	\$22,895.00	\$19,460.75

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	59	\$88,685.00	\$75,382.25	0.00
November 2012	17	\$22,895.00	\$19,460.75	0.00
Totals	76	\$111 580 00	\$94 843 00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
KSDK	41%	\$111,580.00
Market	100%	\$272,146.34

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	6%	\$16,328.78
KETC	0%	\$0.00
KMOV	25%	\$68,036.59
KNLC	0%	\$0.00
KPLR	3%	\$8,164.39
KTVI	25%	\$68,036.59
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	Гime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
	1	KSDK	10/23/12	10/29/12	LN (M-F)	CM	10-1035p	MTWTF	:30	2	\$3,375.00 P-1	0.00 NM	2	\$6,750.00
					LN (M-F)									
		RATE CI	HANGE			NEWS 5	5 AT 10							
		Star	t Date I	End Date	Weekdays	Spots/Week	Rate	Rating						
	W	eek: 10/2	23/12	10/29/12	MTWTF	2	\$3,375.00	0.00						
_	2	KSDK	10/23/12	10/29/12		СМ	10-11A	МГWГF	:30	3	\$560.00 P-1	0.00 NM	3	\$1,680.00

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KSDK

Order / Rev: 687586

007500

Advertiser: Iss/ DCCC

Alt Order #: 06145315

Product Desc: DCCC

Estimate:

Flight Dates: 10/23/12 - 10/29/12

1193

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots M-F 10-11A News at 10am **NEWSCHANNEL 5 AT 10AM** Weekdays Spots/Week Start Date **End Date** Rate Rating MTWTF--Week: 10/23/12 10/29/12 3 \$560.00 0.00 Tonight Show KSDK 10/23/12 10/29/12 СМ 1035-1137p MTWTF--:30 4 \$1.010.00 P-1 0.00 NM \$4.040.00 **Tonight Show** TONIGHT SHOW Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 10/23/12 10/29/12 MTWTF--\$1.010.00 0.00 KSDK 10/23/12 10/29/12 СМ :30 \$335.00 P-1 0.00 NM Late Night 1135p-1235x MTWTF--2 2 \$670.00 Late Night w/Jimmy Fallon RATE CHANGE LATE NIGHT W/ FALLON Start Date **End Date** Weekdays Spots/Week Rating Rate MTWTF-10/29/12 Week: 10/23/12 \$335.00 0.00 MTWTF--KSDK 10/23/12 10/29/12 M-F 11-12P CM 11A-12P :30 2 \$615.00 P-1 0.00 NM 2 \$1,230,00 Today Show III RATE CHANGE TODAY SHOW III Weekdays Start Date **End Date** Spots/Week Rate Rating MTWTF--Week: 10/23/12 10/29/12 \$615.00 0.00 KSDK 10/23/12 10/29/12 M-F 1230-1p 1230-1p MTWTF--\$675.00 P-1 CM :30 3 0.00 NM 3 \$2,025.00 Show Me St. Louis SHOW ME ST. LOUIS Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF-10/29/12 \$675.00 0.00 Week: 10/23/12 3 MTWTF--7 KSDK 10/23/12 10/29/12 M-F Noon News CM 12-1230p :30 3 \$790.00 P-1 0.00 NM 3 \$2,370.00 Noon News **NEWSCHANNEL 5 AT NOON** Weekdays Start Date **End Date** Spots/Week Rate Rating MTWTF--Week: 10/23/12 10/29/12 \$790.00 0.00 M-F 3-4p MTWTF--8 KSDK 10/23/12 10/29/12 :30 \$850.00 P-1 0.00 NM CM 3-4p 2 \$1,700.00 (3:00 PM-4:00 PM) Ellen RATE CHANGE **ELLEN** Start Date **End Date** Spots/Week Weekdays Rate Rating 10/29/12 MTWTF-Week: 10/23/12 \$850.00 0.00 9 KSDK 10/23/12 10/29/12 M-F 4P News CM 4-430P MTWTF--:30 3 \$1,125.00 P-1 0.00 NM 3 \$3,375.00 News 5 at Four **NEWSCHANNEL 5 AT 4PM** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--10/29/12 \$1,125.00 Week: 10/23/12 0.00 M-F 430-5p MTWTF--3 \$1,235,00 P-1 0.00 NM 10 KSDK 10/23/12 10/29/12 CM 430-5p :30 3 \$3,705.00 Jeopardy RATE CHANGE **JEOPARDY** Start Date Spots/Week Rating **End Date** Weekdays Rate MTWTF--Week: 10/23/12 10/29/12 \$1,235.00 0.00 11 KSDK 10/23/12 10/29/12 M-F 5P News CM 5-530P MTWTF--:30 3 \$2,800.00 P-1 0.00 NM \$8,400.00 3 News Channel 5 at 5P NEWSCHANNEL 5 @ 5P Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 10/23/12 10/29/12 MTWTF--3 \$2,800.00 0.00 12 KSDK 10/23/12 10/29/12 СМ MTWTF--\$675.00 P-1 \$2,700.00 M-F 5-6A :30 0.00 NM 5-6A 5-6a (5:00 AM-6:00 AM) TODAY IN ST. LOUIS Week<u>days</u> Start Date **End Date** Spots/Week Rate Rating Week: 10/23/12 10/29/12 MTWTF-0.00 \$675.00 N13 KSDK 10/23/12 10/29/12 M-F 5P News CM 528-530p Nightly NMTWTF--:30 \$4,000.00 P-1 0.00 NM 0 \$0.00 News Channel 5 at 5P (5:28 PM-5:30 PM) **NBC NEWS ADJ** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 10/23/12 10/29/12 \$4,000.00 0.00

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KSDK

Order / Rev: 687586

Onder # 00445045

Advertiser: Iss/ DCCC

Estimate:

Alt Order #: 06145315

Product Desc: DCCC

Flight Dates: 10/23/12 - 10/29/12

1193

1193

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
N13 KSDK	10/23/1	2 10/29/12	M-F 5P News	CM	•	lightly NMTWTF	:30	1 \$4,000.00 P-1	0.00 NM	0	\$0.00
NPC N	EWS AD.	ı	News Channel 5	at 5P	(5:28 PM-5:	30 PM)					
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/29/12	MTWTF		\$4,000.00	0.00					
	Date Ra		escription		t/End Time		eekdays		Rtg Type		
	(10/23/12) edited	2-10/29/12 N	1-F 5P News	528-	530p Nightly	(5:28 PM-5:30 PM	IWI'hF	- :30 (\$4,000.00)	· 0.00 NM		
[cr	edit per a	•									
14 KSDK	10/23/1	2 10/29/12	NBC Nightly New		530-6p	MTWTF	:30	1 \$6,750.00 P-1	0.00 NM	1	\$6,750.00
NBC N	EWS AD.	J	NBC Nightly New	VS IVI-F							
	art Date	End Date	Weekdays MTWTF	Spots/Week	Rate	Rating					
Week: 10		10/29/12 2 10/29/12	M-F 6P News	1 CM	\$6,750.00 6-630P	0.00 МГWГF	:30	3 \$3,025.00 P-1	0.00 NM	3	\$9,075.00
13 10011	10/23/1	2 10/25/12	News Channel 5		0 0001	WIIWII	.50	σ ψσ,σ25.σσ1 -1	0.00 14101	3	ψ5,075.00
RATE (CHANGE			NEWSC	CHANNEL 5	@ 6P					
<u>Sta</u> Week: 10	art Date	End Date 10/29/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating					
		2 10/29/12	M-F 6-7A	CM	\$3,025.00 6-7A	0.00 MTWTF	:30	5 \$1,350.00 P-1	0.00 NM	5	\$6,750.00
10 ROBR	10/23/1	2 10/25/12	6-7a	Olvi	0.77	MIWII	.50	σ ψ1,550.001 -1	0.00 14141	3	ψ0,730.00
RATE (CHANGE				IN ST. LOUI	S					
	art Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating					
Week: 10		10/29/12 2 10/29/12	630-7P Wheel	CM	\$1,350.00 630-7P	0.00 MTWTF	:30	3 \$3,000.00 P-1	0.00 NM	3	\$9,000.00
II KOBK	10/23/1	2 10/25/12	630-7P Wheel of	_	030-71	MIWII	.50	σ φσ,σσσ.σστ - τ	0.00 14141	3	ψ5,000.00
WHEE	OF FOR										
<u>Sta</u> Week: 10	art Date	End Date 10/29/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating					
		2 10/29/12	M-F NBC Today		\$3,000.00 7-9A	0.00 MTWTF	:30	7 \$1,250.00 P-1	0.00 NM	7	\$8,750.00
10 RODR	10/23/1	2 10/25/12	NBC Today 7-9A		I-JA	WII WII	.50	7 \$1,230.001 -1	0.00 14101	,	ψ0,730.00
	SHOW		-								
<u>Sta</u> Week: 10	art Date	End Date 10/29/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate \$1,250.00	Rating 0.00					
		2 10/29/12	M-F 9-10A		9-10A		:30	4 \$850.00 P-1	0.00 NM	4	\$3,400.00
10 110511	10/20/1	2 10/20/12	NBC Today Show	_	0 10/1	11111111	.00	ι φοσοίσοι ι	0.00 14141	•	φο, 100.00
	SHOW I				_						
Sta Week: 10	art Date	End Date 10/29/12	<u>Weekdays</u> MTWTF	Spots/Week 4	Rate \$850.00	Rating 0.00					
		2 10/29/12		CM	4-5A	МГWГF	:30	3 \$50.00 P-1	0.00 NM	3	\$150.00
20 110211	. 0, 20, .	0,_0,	4-5A	· · · ·			.00	φουσο	0.00	Ü	ψ.σσ.σσ
	' IN ST. L				_						
Sta Week: 10	art Date /23/12	End Date 10/29/12	<u>Weekdays</u> MTWTF	Spots/Week 3	Rate \$50.00	Rating 0.00					
N21 KSDK				CM		ELINE F	:30	1 \$4,500.00 P-1	0.00 NM	0	\$0.00
			DATELINE		(9:00 PM-10			* * ',			******
DATEL		5 1 5 1		0 . 00.	5.	D //					
Sta Week: 10	art Date /22/12	End Date 10/28/12	<u>Weekdays</u> F	Spots/Week	Rate \$4,500.00	Rating 0.00					
	Date Ra		escription		t/End Time		eekdays	Length Rate	Rtg Type		
		2-10/28/12 F	ri Prime C	9-10	P DATELINE	₹9:00 PM-10:00 ⊦ -	F	- :30 (\$4,500.00)	· 0.00 <i>NM</i>		
	<i>edited</i> edit per a	gencyl									
			Mon Prime C	CM	9-10P	M	:30	1 \$4,500.00 P-1	0.00 NM	1	\$4,500.00
LL NODIN	. 5/25/1	_ 15/25/12	Mon 9-10p	CIVI	5 101	111	.00	. \$ 1,000.001 -1	O.OO INIVI	'	ψ 1,000.00
		PRIME 9PLT		_							
	art Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating					
23 KSDK		11/04/12 2 10/27/12		CM	\$4,500.00 6-630P	0.00 S-	:30	1 \$1,575.00 P-1	0.00 NM	1	\$1,575.00
LO NODIN	10/21/1	5/2//12	News Channel 5		5 5501	5.	.00	. ψ.,σ.σ.σ.	O.OO INIVI	'	ψ.,σ.σ.σ.σ
NEWS	5 AT 6										

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KSDK

Order / Rev: 687586

Advertiser: Iss/ DCCC

Estimate:

Alt Order #: 06145315

Product Desc: DCCC

Flight Dates: 10/23/12 - 10/29/12

1193

Len Spots Ln Ch Start End Inventory Code Break Start/End Time Days Rate Pri Rtg Type Spots 6-630P 23 KSDK 10/27/12 10/27/12 Sat 6p СМ :30 1 \$1,575.00 P-1 0.00 NM \$1,575.00 News Channel 5 at 6P Sat NEWS 5 AT 6 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ---S-\$1,575.00 0.00 24 KSDK 10/27/12 10/27/12 Sat 6-7A CM 6-7A ---S-:30 \$550.00 P-1 0.00 NM \$550.00 Sat 6-7A TODAY IN ST.LOUIS SAT Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$550.00 0.00 25 KSDK 10/27/12 10/27/12 630-7P Wheel Sat 630-7P \$900.00 CM ---S-:30 \$900.00 P-1 0.00 NM 1 630-7P Wheel of Fortune Sat WHEEL OF FORTUNE Weekdays Spots/Week Rate Rating 10/28/12 Week: 10/22/12 ---S-\$900.00 0.00 26 KSDK 10/27/12 10/27/12 SAT TDY CM 7-9A ----S-:30 1 \$1,125.00 P-1 0.00 NM \$1,125.00 NBC Today Show (Sa) SAT. TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ---S-\$1,125.00 0.00 Sat Prime B 8-9P ---S-27 KSDK 10/27/12 10/27/12 CM :30 \$900.00 P-1 0.00 NM \$900.00 Sat Prime B **NBC PRIME ENCORES 8P** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$900.00 0.00 28 KSDK 10/27/12 10/27/12 Sat 9a ---S-:30 1 \$1,125.00 P-1 CM9-10A 0.00 NM \$1,125.00 Sat 9-10a **NEWS CHNL 5 AT 9** Weekdays Start Date **End Date** Spots/Week Rate Rating 10/28/12 ---S-1 \$1,125.00 Week: 10/22/12 1105-1130p SP PL Late **€**M 29 KSDK 10/28/12 10/28/12 1 \$1,125.00 P-1 1105-1130p ----S :30 0.00 NM \$1,125.00 1105-1130p SP PL Late Ed RATE CHANGE SPORTS PLUS Start Date End Date Weekdays Spots/Week Rate Rating 10/28/12 Week: 10/22/12 1 \$1,125.00 0.00 Rate Rtg Type Ch Date Range Description Start/End Time Weekdays Length 1 KSDK 10/22/12-10/28/12 1105-1130p SP PL Late Ed 1105-1130p :30(\$1,125.00) 0.00 NM ----Su See MG 29 2 [Prgm Change] 2 KSDK 10/22/12-10/28/12 LN2 (Su) (11:05 PM-11:30- - - - - - Su 1033p-11p :30 \$1.125.00 0.00 NM (H) MG for 29.1 10/28 [PROGRAM CHANGE] 30 KSDK 10/28/12 10/28/12 NC5 at 5P Sun 5-530P ----S :30 1 \$1.575.00 P-1 0.00 NM \$1,575.00 News Channel 5 at 5P Sun NEWS 5 AT 5 Spots/Week Rating Weekdays Start Date **End Date** Rate Week: 10/22/12 10/28/12 \$1,575.00 0.00 31 KSDK 10/28/12 10/28/12 Football Night in AmericaCM 6-715p ----S :30 1 \$3,375.00 P-1 0.00 NM \$3,375.00 Football In America **RATE CHANGE** FTBALL NIGHT IN AMRICA9/9/12 - 12/ Weekdays Rating Start Date **End Date** Spots/Week Rate Week: 10/22/12 10/28/12 ---S 1 \$3,375.00 0.00 32 KSDK 10/28/12 10/28/12 SUN TDY CM 7-8A ----S :30 1 \$1,125.00 P-1 0.00 NM \$1,125.00 NBC Today Show (Su) RATE CHANGE **TODAY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$1,125.00 0.00 33 KSDK 10/28/12 10/28/12 9-10A ----S :30 1 \$1,010.00 P-1 0.00 NM Sun 9a \$1,010.00 Sun 9-10a RATE CHANGE NEWS CHNL 5 AT 9 Start Date **End Date** Weekdays Spots/Week Rate Rating

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Order / Rev: 687586 Advertiser: Iss/ DCCC

Alt Order #: 06145315 Product Desc: DCCC KSDK

Flight Dates: 10/23/12 - 10/29/12 Estimate: 1193

Ln Ch Start End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
33 KSDK 10/28/12 10/28/12	Sun 9a Sun 9-10a	CM	9-10A		S :30	1 \$1,010.00 P-1	0.00 NM	1	\$1,010.00
RATE CHANGE	3uii 9-10a	NEWS (CHNL 5 AT 9						
Start Date End Date Week: 10/22/12 10/28/12	Weekdays S	Spots/Week 1	Rate \$1,010.00	Rating 0.00					
N34 KSDK 10/25/12 10/25/12	Thu Prime B OFFICE/PARKS	CM	8-9P OFFIC	E/PAR T	- :30	1 \$3,600.00 P-1	0.00 NM	0	\$0.00
OFFICE/PARKS & RECREA	TEFF: 4/19/12								
Start Date	<u>Weekdays</u> T	Spots/Week 1	Rate \$3,600.00	Rating 0.00					
Spot Ch Date Range D	escription	Star	t/End Time		Weekdays		Rtg Type		
1 KSDK 10/22/12-10/28/12 T Credited	hu Prime B	8-9F	OFFICE/PAR		Th	:30 (\$3,600.00)	· 0.00 <i>NM</i>		
[credit per agency]									
35 KSDK 10/25/12 10/25/12		СМ	9-10P	T	- :30	1 \$3,150.00 P-1	0.00 NM	1	\$3,150.00
TBD	Thu Prime C								
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays	Spots/Week	Rate \$3,150.00	Rating					
	Description		\$3,150.00 t/End Time	0.00	Weekdays	Length Rate	Rtg Type		
1 KSDK 10/22/12-10/28/12 T	hu Prime C	9-10	Р		Th	100 40,100.00			
36 KSDK 10/23/12 10/23/12	Tues Prime Other IT'S WORTH WHA	CM AT	7-9P IT'S W(7:00 PM-9:0	ORTH - T IO PM)	- :30	1 \$3,375.00 P-1	0.00 NM	1	\$3,375.00
IT'S WORTH WHAT?EFF: 5		~11	(7.00 T W-5.0	O I WI)					
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 <u>End Date</u>	<u>Weekdays</u> - T	Spots/Week	Rate \$3,375.00	Rating 0.00					
Spot Ch Date Range D	escription	Star	t/End Time		<u>Weekdays</u>	<u> </u>	Rtg Type		
1 KSDK 10/22/12-10/28/12 T See MG 36.2	ues Prime Other	7-9F	T'S WORT	7:00 PM-9:00 F	?- T	:30 (\$4,275.00)	· 0.00 <i>NM</i>		
[Program Change. Wror	-								
2 KSDK 10/22/12-10/28/12 T → MG for 36.1 10/23	ue Prime C	9-10	Р		- T	:30 \$3,375.00	0.00 NM		
[PROGRAM CHAGNE]									
37 KSDK 10/24/12 10/24/12		CM	9-10P LAW	& OR[W	- :30	1 \$3,150.00 P-1	0.00 NM	1	\$3,600.00
LAW & ORDER	LAW & ORDER								
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12 Spot Ch Date Range D	W Description		\$3,150.00 t/End Time	0.00	Weekdays	Length Rate	Rtg Type		
1 KSDK 10/22/12-10/28/12 V			P LAW & OR		W	:30(\$3,400.00)			
See MG 37.2 [Program Change. Chic	ago Fire]								
2 KSDK 10/22/12-10/28/12 V	-	9-10	Р		W	:30 \$3,600.00	0.00 NM		
MG for 37.1 10/24 [PROGRAM CHANGE]									
38 KSDK 10/23/12 10/29/12	M-F 4-5A	СМ	4-5A	МГЖГБ	- :30	1 \$50.00 P-1	0.00 NM	1	\$50.00
ADD TO SKED	4-5A	NEWS							
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/23/12 10/29/12	MTWTF	1	\$50.00	0.00					